

VP of Marketing



CH 8029

Key Role	Promote Chapter activities, events and all services to the membership and the community. Provide communication and marketing expertise and support to all Chapter activities.
Positions Overseen (in conjunction with Program AVPs)	<ul style="list-style-type: none"> ▪ Director of Marketing, Monthly Programs ▪ Director of Marketing, Series ▪ Director of Marketing, Membership ▪ Director of Marketing, Conference
Responsibilities	<ul style="list-style-type: none"> ▪ Follow Chapter bylaws, policies and procedures. Strive to fulfill the Chapter's mission, values, and strategic plans. ▪ Ensure an ongoing and healthy succession planning process across the areas covered by the position. ▪ Work with the VP of Finance to examine operations and expenses. Participate in budget development. ▪ Ensure that the strategic issues and plans identified by the Board remain a primary focus throughout the year. ▪ Organize and direct the associated VPs to sell and promote Chapter services effectively. ▪ Manage and lead branding of Chapter across multiple media. ▪ Oversight and leveraging of marketing lists and media contacts. ▪ Solicit sponsorships to financially support Chapter offerings, such as the web site, events, member services, and benefits. ▪ Develop and distribute marketing materials as needed by Chapter and Board members. ▪ Oversee the development of marketing timelines for events and provide oversight to VPs with specialized marketing support. <p>Assume other duties, including special projects as needed by the President and Board.</p>
Qualifications	<ul style="list-style-type: none"> ▪ Elected by membership vote. ▪ Background and experience in marketing and/or public relations preferred. ▪ Maintain active Chapter and National ASTD membership as required by Chapter bylaws and National ASTD. ▪ Maintain email account and have Internet access to

	Chapter web site.
Term of Office	One year
Time Commitment	4 to 6 hours per week. This includes: events, meetings, retreats, conferences and the above responsibilities.